*P Hess_Ret
From: Kuruc, Nick
Edited: 8/26/97 8:51
Subject: Amerada Hess Corporation

Chain ID's: 0353-02-01 through 08
0353-03-01 through 08

RE: WINSTON Authorized "Stick to Stick" POS

Charlie Iszard of Hess has requested that Retail Reps follow the guidelines listed below with regard to placement of "stick to stick" WINSTON POS:

1. All stores are authorized placement of the coin mat, and small 6x3 card.

2. Placement of the banner is not mandatory. There are Hess Locations where the banner will not work. Placement of the banner should be at the discretion of the Hess Manager.

In those instances where a banner cannot be placed. Other pieces of POS will suffice.

Please convey this request to all of your Retail Representatives.

Charlie has received some reports from Hess Division Managers that some stores have been pressured to take the banner.

Thanks for your help!

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Source: https://www.industrydocuments.ucsf.edu/docs/rjxy0000